

Project Liberty Update

July 1, 2020

EXHIBIT 5530

Agenda

- Legal strategy
- Business strategy
- Overview Timeline
- Price reduction
- Sustainable platforms
- Payment system hotfix and related code
- New payment flow UX
- PR Push
- Communication update
- Communication with partners
- SAC
- POSA Card

Legal Strategy Update

Verbal, to be delivered by Gena

Business Strategy

- **Goal:** On Apple and Android mobile devices, publishers allowed to offer
 - 1) third party payment options for apps on the Apple App Store and Google Play
 - 2) seamless third party app store functionality
- **Strategy:**
 - Propose in writing to Apple and Google the goals
 - If either platform is willing, negotiate acceptable timetable for implementation
 - If either platform is unwilling, hotfix option into FN for users to select Epic payment process
 - Proposed date for hotfix is Thu Aug 13: This is *after* 13.40 (Aug 4) but *before* S14 (Aug 27)
 - Permanently adjust pricing across all platforms such that Apple and Google mobile payment platforms are more expensive (other payment platforms pass savings directly to players)
 - If either platform blocks updates after competing payment platforms are added, FN mobile enters “sustainable platform” phase

Overview Timeline

- Assumes Apple/Google do not accept proposal
- Assumes dev work for sustainability/payments are not limiters
- Point of “no return” from pricing change is currently August 11
- Hotfix occurs Aug 13, two weeks before Marvel Season

Jun 30	Jul 20	Aug 4	Aug 11	Aug 13
Mobile First Party Outreach Ask Apple and Google leadership to allow competing stores and competing payment methods	Console First Party Outreach Reach out to console partners to begin discussing upcoming price changes	13.40 Client Goes Live, Sustain Test Cert: July 31 Includes tech for HF-on competing payment methods Delay Google Play build by several hours to verify sustainable platform functionality	Last Opportunity for Console Price Changes Last change for emergency price change on console. based on time required to update	Competing Payment Methods HF On, Price Reductions Live Two weeks in advance of S14 launch

Price Reduction (USD)

	1,000 V-Bucks	2,800 V-Bucks	5,000 V-Bucks	13,500 V-Bucks
Apple / Google Pricing (Unchanged)	\$9.99	\$24.99	\$39.99	\$99.99
Updated Pricing	\$7.99	\$19.99	\$32.99	\$81.99
% Epic Discount	20%	20%	18%	18%
Net Revenue on Apple/Google <i>(30% to Apple/Google, using old prices)</i>	\$6.99	\$17.49	\$27.99	\$69.99
Implied Net Revenue on Epic Pay <i>(Assumes 12% "platform fee" on Epic Pay)</i>	\$7.03	\$17.59	\$29.03	\$72.15
Net Revenue on Sony/MSFT/Nintendo <i>(30% to Sony/MSFT/Nintendo, using new prices)</i>	\$5.59	\$13.99	\$23.09	\$57.39

Prices change on day of hotfix (Aug 13). Need to be configured by Aug 4.

Dependencies: Pre-brief appropriate partners (console, etc) starting two weeks from hotfix (July 20).

Sustainable Platform Features

- Two Sustainable Modes
- “Mid Season” - All platforms are on 13.xx
 - Challenges, content, and events already in the build will continue to be unlocked.
 - Content that was “Work in Progress” when the build shipped will not be available - challenges are the main ‘late season’ change
 - The later we “sustain” a release the less impact in a season
 - Only previous LTMs and Store content are available
- “Out of Season” - Other platforms receive S14
 - All Battle Pass screens and progress go away
 - E.g. no challenges

Sustainable Platform Timeline

- 07/21: FN 13.30
 - Sustained Release changes are live and can be tested against future backends
 - If problems are found fixes can be made in 13.31 or 13.40
- 07/XX:
 - Test release of independent EGS / GP Android builds
- 08/04: FN 13.40
 - Ideally run a final test on 13.30 compatibility by holding Fortnite 13.40 on Google Play for 1-2 hours due to 'a problem'

Payment System Hotfix

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- In general we should be ready with the hotfix and UX flow for 13.40 (Live Aug 4, Submitting July 31)
- Work Remaining
 - Enable and verify web payment flow on iOS (in progress)
 - Extend catalog code to support multiple RMT storefronts (almost complete)
 - UI work to present payment options. (beginning soon)
 - Reverse engineering pass on binary to gauge detectability (not started)
 - Any fallout from the above and QA pass
 - Allow Infosec to attempt to hack the hotfix code and reveal the intent

Slide 9

1 [REDACTED]@epicgames.com who is on point from infosec to support?

Reassigned to David Nikdel

Alec Shobin, 7/1/2020

2 I added the 13.40 cert date as a sub bullet on the timeline and added it here as well for ref.

Alec Shobin, 7/1/2020

1 [REDACTED]@epicgames.com [REDACTED]@epicgames.com

How much time does Infosec need to try to hack the code? Should the time when the build is submitted to Apple/Google be on the master timeline?

Reassigned to Alec Shobin

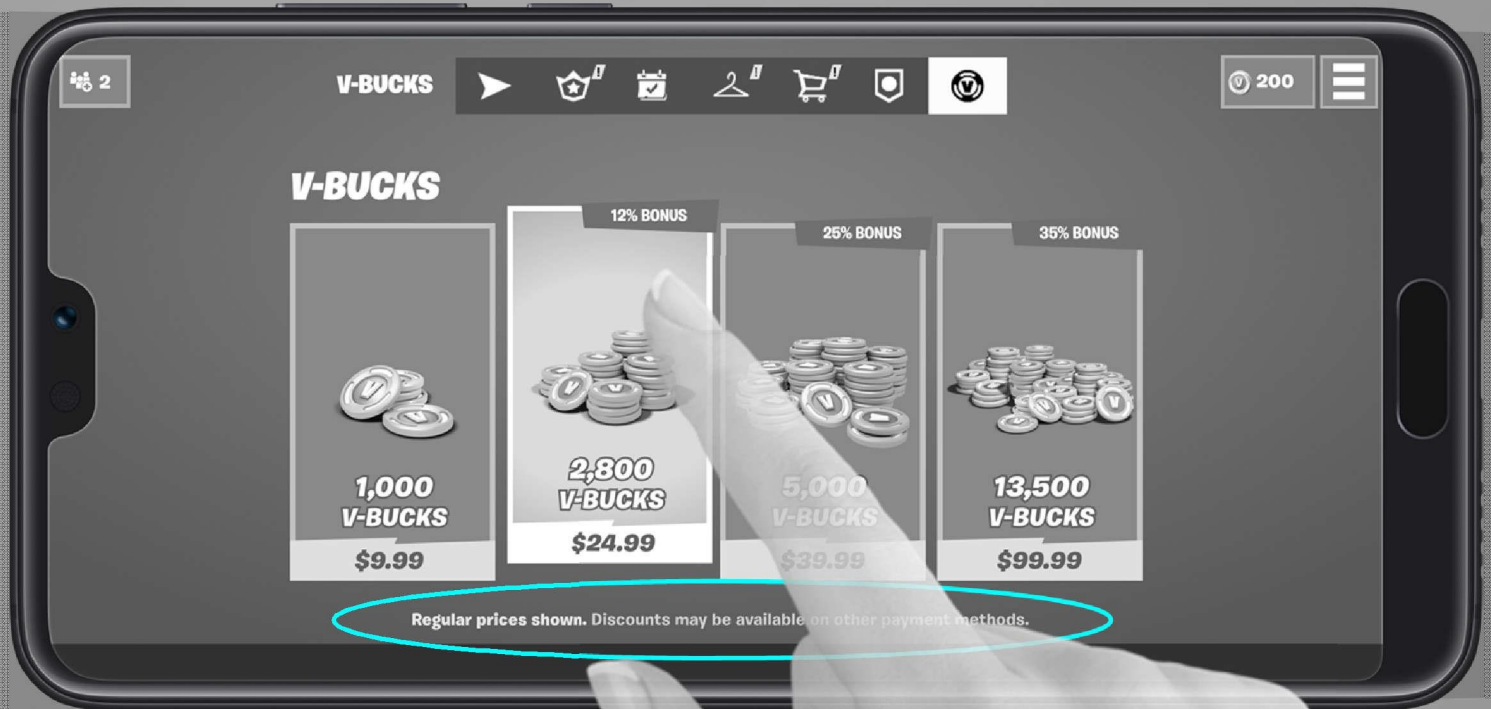
Ed Zobrist, 7/1/2020

1 [REDACTED FOR PRIVILEGE]

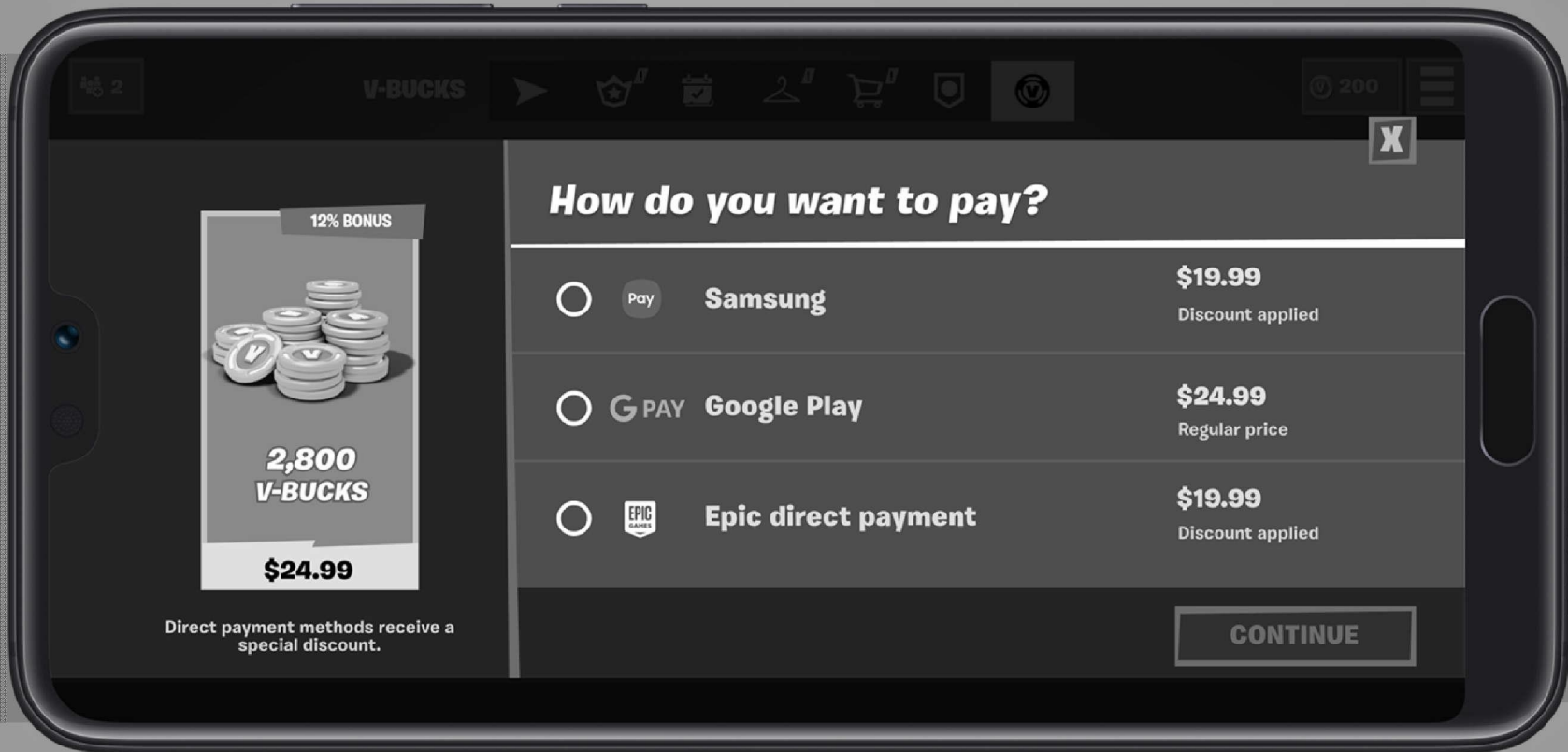
David Nikdel, 7/1/2020

UX Flow

By default, **regular prices** appear in the RMT store, plus a **discount disclaimer**



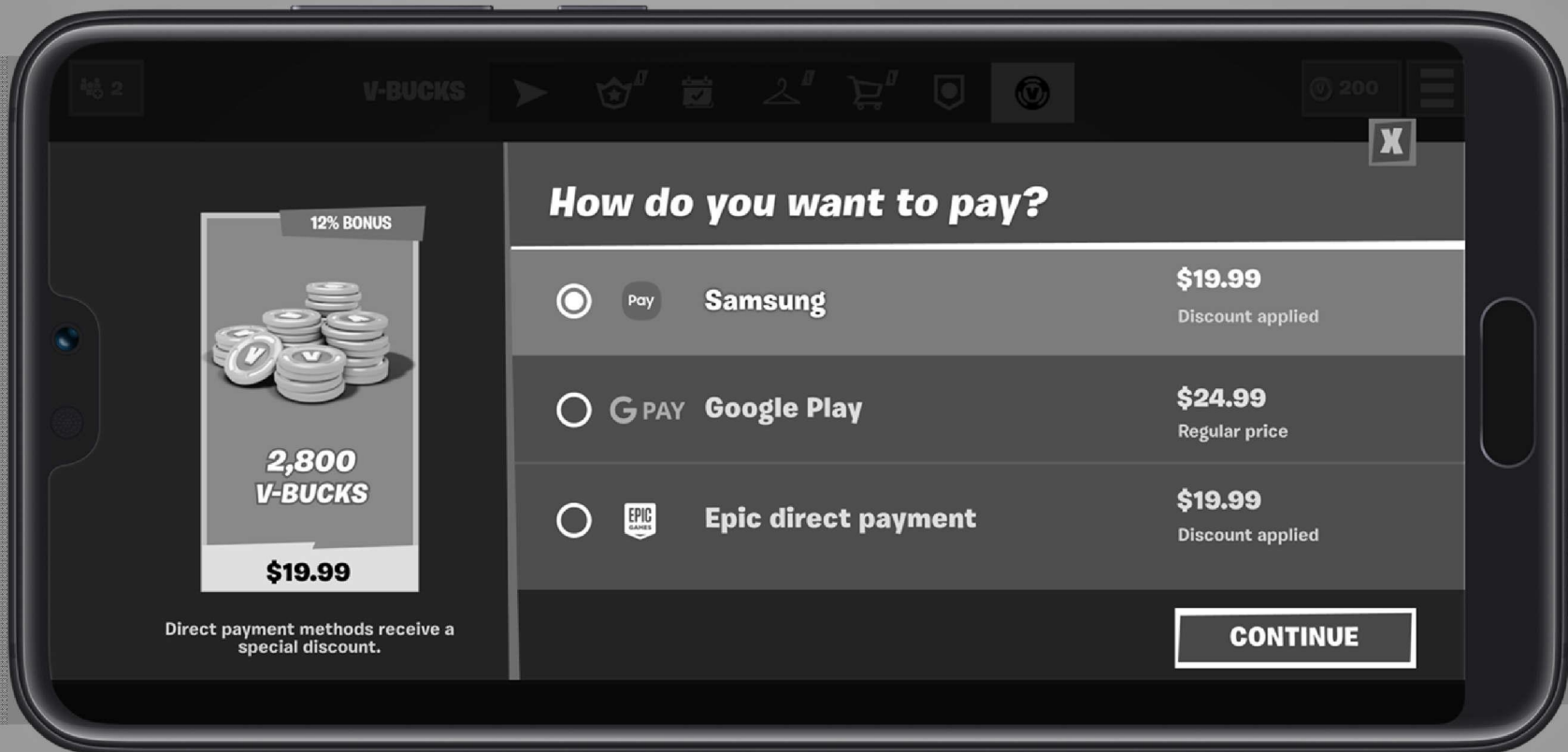
UX Flow



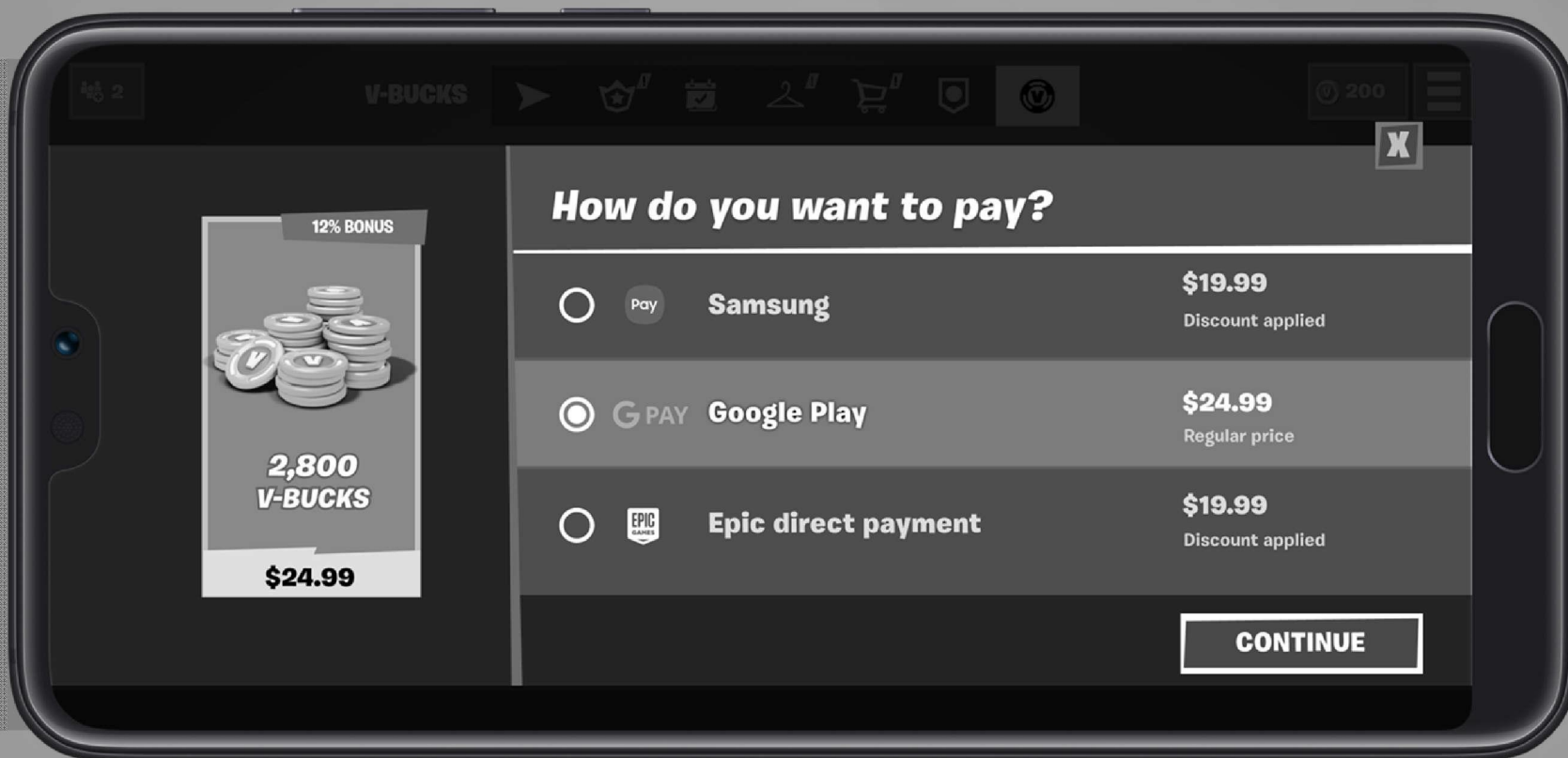
Nothing pre-selected until the user sets a preference



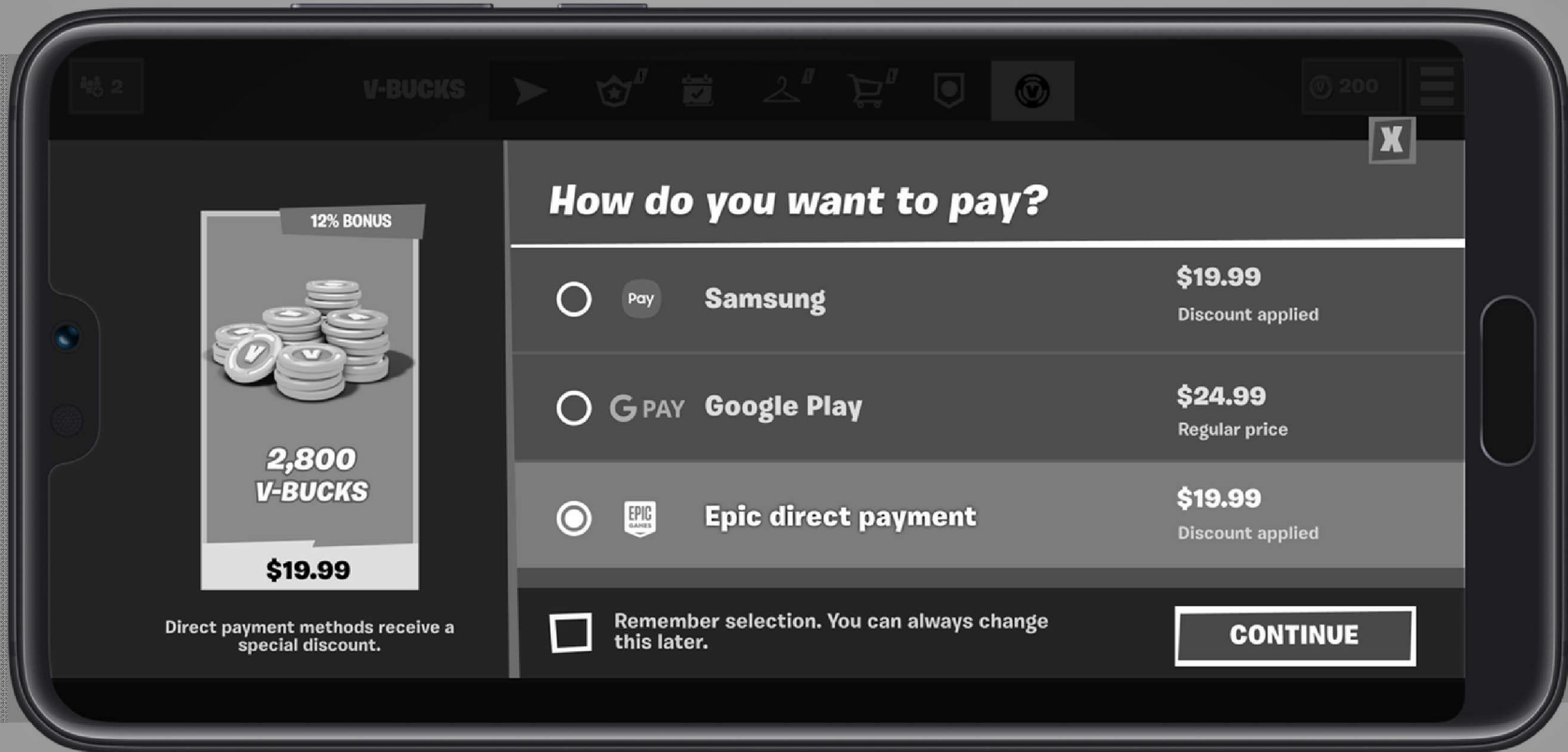
UX Flow



UX Flow

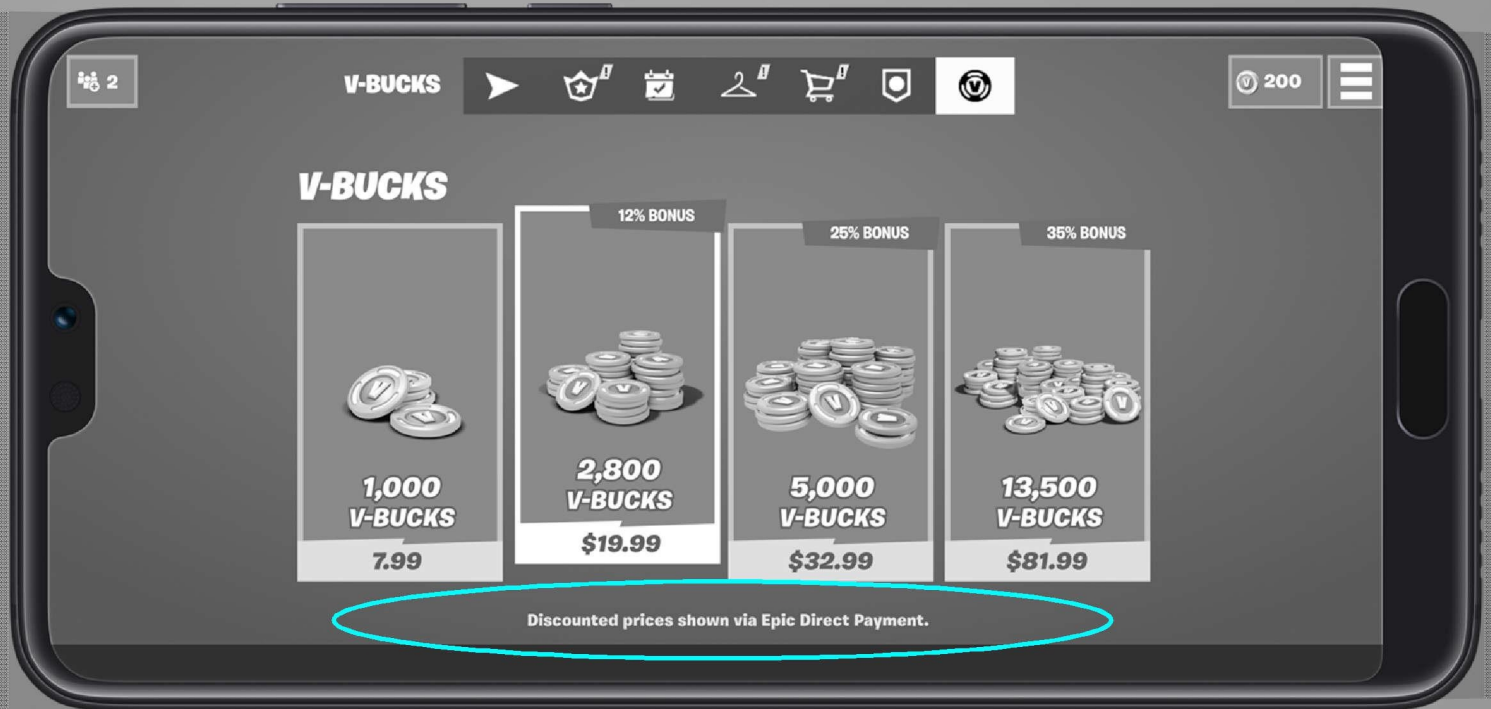


UX Flow



UX Flow

Discounted prices
shown after user
selected Epic and
marked the checkbox



Speaker Notes for Slide 15

Make players aware that they are getting the discounted price

UX Flow

ACTION ITEMS

- Revisit decision to only allow users to **save their preference** for “Epic direct payment”? >>
- Need to review RMT store messaging for **consoles** >>
- Need to **finalize** copy, ordering of the options, and branding.

Project Liberty Comms Timeline (Pending Legal Review)

REDACTED FOR PRIVILEGE



PR Strategy - Hotfix Update

Goal

- Get players, media, and industry on “Epic’s side”

Timeline

- Launch (August TBD)

Strategy

- Provide clear communications that emphasize savings benefits for players.
- Provide media with Epic’s stance on the business and industry benefits that they can carry forward to their readers; provide them enough background/education on the topic so they can have an informed opinion in discussions.

Plan

- **Player-facing:** direct communication on price changes (blog, social), with emphasis on choice and value.
 - Explore opportunity to support with branding
- **Media-facing:** share plans with media (blog), along with a longer media-only note explaining why this is important.
 - Targeted real-time proactive/pitched follow up interviews with key friendly media outlets in tech, business.
- **Industry-facing:** explore the creation of a coalition that can drive amplify discussion

Challenges

- High risk of leaks limits ability to pre-brief media; proactive can’t start until ship
- Difficult to convert media/players sympathetic to Apple/Google

Project Liberty Campaign Timeline (Pending Legal Review)

REDACTED FOR PRIVILEGE



Project Liberty Timeline (Pending Legal Review)

REDACTED FOR PRIVILEGE



Project Liberty Communications Themes

- Campaign Themes (Pending Legal Review):

REDACTED FOR PRIVILEGE



Partner Communications

Initial outreach driven by leadership followed by all other contacts not commenting

Category	Partner	Who are we calling	Who is calling?	When are we calling	What are we saying
Console 1st Party	Sony	Phil Rosenberg	Adam	July 20	
	Microsoft	Phil Spencer	Tim	July 20	
	Nintendo	Steve Singer	Adam	July 20	
Mobile 1st Party	Google	Sundar Pichai	Tim	June 30	All developers with apps on Android should be allowed to choose any payment provider and release their own stores without monopolistic impediments. Google will have two weeks to schedule a meeting to discuss.
	Apple	Tim Cook	Tim	June 30	All developers with apps on iOS should be allowed to choose any payment provider and release their own stores without monopolistic impediments. Apple will have two weeks to schedule a meeting to discuss.
OEMs	Samsung	Jong Woo	Hans	TBD	<u>Informational</u> i.e., what we're doing and why. Note: Samsung is the only OEM with a storefront at our preferred RS of 88/12, no other OEM currently has a storefront
	OnePlus	Eric Gass	Hans	August 14	
	Sony Mobile	Daniel Steingrimsson	Hans	August 14	
Carriers	Verizon	Rob McQueen	Hans	August 14	<u>Informational</u> i.e., what we're doing and why. Note: all carriers have API integration into Epic Games Store at a RS of 95/5, no independent payment platforms or storefronts
	Telefonica (Movistar, O2)	Mariano Martinez Lopez	Hans	August 14	
	Hutchison (Three, Wind Tre)	Erica Katsambis	Hans	August 14	

Support-a-Creator Options

Currently SaC payouts are calculated as 5% of V-Bucks spent paid in USD. Actual player spend is not factored into the calculation

[20 V-Bucks spent = \$0.01 affiliate revenue]

Reduce SAC Pay Rate

Reduce Proposal

- Reduce affiliate payments a commensurate 20%:
25 V-Bucks spent = \$0.01 affiliate revenue
- Non V-Bucks pack RMT price decrease will cause revenue decrease for creators. True in both scenarios.

Reduction Ramifications

- A payment rate decrease could lead to influencer frustration and less support for Fortnite overall and this issue specifically
- Requires public messaging change.
 - Current public message: "accepted Creators will receive \$5 USD (or the local currency equivalent) for every 10,000 V-Bucks spent by players"

Maintain SAC Pay Rate

Maintain Proposal

- Maintain affiliate payments at current rate:
. 20 V-Bucks spent = \$0.01 affiliate revenue)
- Non V-Bucks pack RMT price decrease will cause revenue decrease for creators. True in both scenarios

Maintain Ramifications

- Creators see no change to affiliate income other than normal volatility they experience from macro Fortnite engagement & V-Bucks spending fluctuations
- Message to influencers is simple: "this doesn't affect your earning rates at all, this is purely a price drop for players".
- Influencer support for Liberty more likely.

TENTATIVELY RECOMMENDED
Analysis of impact forthcoming

Support-A-Creator Impact: Maintain Pay Rate

Support a Creator Payments Would Increase +\$3.9mm to \$8.8mm Annually

Support a Creator Baseline Payments				
	YTD Actuals		Forecast	
Support-A-Creator Spend	Jan - June 2020	July - Dec 2020	2020 Total	% of Total
PS4	\$17	\$16	\$33	40.7%
XBOX One	\$10	\$9	\$19	23.7%
Switch	\$6	\$6	\$12	14.8%
PC	\$6	\$5	\$11	13.1%
iOS	\$2	\$2	\$5	5.7%
Android	\$1	\$1	\$1	1.4%
Google	\$0	\$0	\$0	0.6%
2020 Baseline	\$42	\$39	\$80	100.0%

Project Liberty Scenario Impact			
	Scenario 1	Scenario 2	Scenario 3
	\$1.1	\$1.9	\$0.8
	\$0.7	\$1.1	\$0.5
	\$0.4	\$0.7	\$0.3
	\$0.4	\$0.6	\$0.2
			\$0.1
	\$0.0	\$0.1	\$0.0
			\$0.0
2020 Impact	\$2.6	\$4.4	\$1.9
Annualized Impact	\$5.2	\$8.8	\$3.9

Scenario 1: \$5.2mm annual increase in SAC payments

- 5% increase in V-Bucks purchased on console and PC
- Fortnite is removed from iOS and Google Play
- 30% of app store revenue is transferred console and PC

Scenario 2: \$8.8mm annual increase in SAC payments

- 10% 5% increase in V-Bucks purchased on console and PC
- Fortnite is removed from iOS and Google Play
- 30% of app store revenue is transferred console and PC

Scenario 3: \$3.9mm annual increase in SAC payments

- 5% increase in V-Bucks purchased on console and PC
- Fortnite stays on iOS and Google Play

Summary:

- Creators will see neutral or slightly increased SAC payouts.
- We recommend maintaining current SAC payout rates to encourage positive sentiment



POSA TRANSITION OPTIONS - U.S.A & Canada

Maintain Secrecy & share once updates are announced

Advantages

- Reduces potential for leaks

Disadvantages/Risks

- ETA for new cards on shelf: Q1 2020
- Potential that activators/retailers aren't able to change price on existing inventory (won't know for sure until we communicate)
- Cards would still have current pricing on them through EOY

Share New Pricing with Gearbox & begin re-printing now

Advantages

- New cards *potentially* on shelf in Nov.

Disadvantages/Risks

- Increases leak potential
 - Cover story: Black Friday promo?
- Still need UPC's from POSA activators to print the back of cards
- Even with heads up, some retailers might not be able to transition/would still have old cards on shelf through EOY

Share New Pricing with Gearbox and POSA activators once public

Advantages

- New cards on shelf Nov.
- Confirms ability to change price on existing inventory
- Improves speed to shelf for new price

Disadvantages/Risks

- **POSA activators have relationships with Apple, Google, MS, & Sony**

RECOMMENDATION: Share new pricing with Gearbox and begin reprinting front of cards ASAP

POSA ACTION PLAN

GOAL: Migrate POSA to new pricing ASAP

NA: position this as a price change in NA and not new SKUs / replace cards with new price ASAP

EU: delay initial print run until after new price is public / set up as new SKUs at new pricing

NA Plan

- Once public, notify retailers about new price for existing cards
- **IF** POSA activators are able to modify pricing of existing inventory, time to update in stores would take 2-4 weeks
- Cards would sell at new price - but old price would still be on cards
- There is still strong potential that old inventory could remain on the shelves after transitioning to new cards
 - We could “turn off” the old cards at some point in the future

EU Plan: Updated launch timing shifts November (some retailers will push to Q1 2021)

- New Product “certification”: 3-4 weeks from time of notification
- Card printing: 6-8 weeks
- Time to shelf: 2-4 weeks

IMPLICATIONS OF POSA TRANSITION

U.S. & Canada

- Cards on shelf will still be at current pricing after announcement
 - Goal: update pricing in systems ASAP to surprise & delight with lower price when consumer purchases cards
 - Idea: give bonus V-Bucks to players that purchased digital V-Bucks or POSA in previous 2 weeks
 - If it takes retailers longer than 2 weeks to update pricing, consider giving bonus V-Bucks if POSA price was higher
- Cost to transition inventory could exceed \$4MM
 - Large print runs already in process for back half inventory requirements
 - Epic would need to pay for “merchandising” visits to help with transitioning cards
 - Epic would need to reimburse Gearbox for unsold inventory
- Retailers are forecasting their sales based on current pricing
 - Idea: revisit Merry Mint 2.0 as a “make good” and to help drive incremental sales
- We have already committed \$536K in MDF for Q4 display programs (with cards being printed now/delivered in August)
 - Some of these programs are based on current pricing (i.e. \$10 pallet program at Kroger)

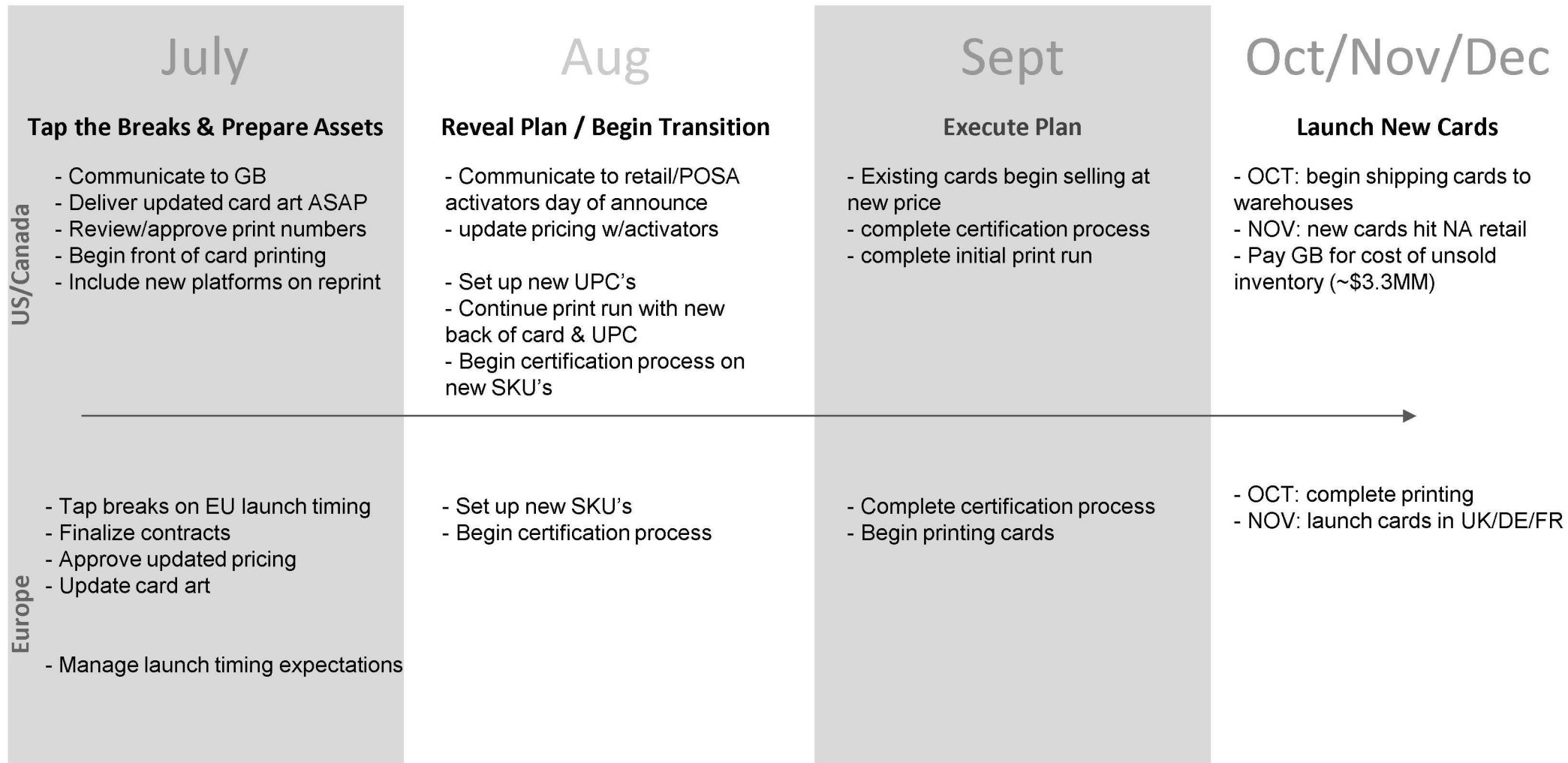
Europe: Updated launch timing shifts to November

- New Product “certification”: 3-4 weeks from time of notification
- Card printing: 6-8 weeks
- Time to shelf: 2-4 weeks

Contractual Requirements if POSA activators/retailers consider current SKU’s “discontinued product”:

- InComm U.S.: minimum of 45 written notice of change and “reasonable effort” for retail wind-down
- Blackhawk: notify and transition “as soon as commercially practicable”

Potential Timeline (based on recommendation of sharing with GB sooner)



Speaker Notes for Slide 28

There are a lot of variables at play that could impact the timing positively or negatively (i.e. if printers have limited capacity - it could negatively impact number of cards we could print)

Potential Timeline (based on maintaining secrecy)

	July	Aug	Sept/Oct	Nov/Dec/Jan
US/Canada	Tap the Breaks & Prepare Assets <ul style="list-style-type: none"> - Update card art ASAP - Delay larger print runs 	Reveal Plan <ul style="list-style-type: none"> - Communicate new pricing 8/13 - update pricing w/activators - Set up new UPC's - Begin certification process for cards at new price - Provide players with Bonus V-BUCKS if they redeem prior to price updating? 	Begin Transition <ul style="list-style-type: none"> - Existing cards begin selling at new price if activators/retailers are able to execute - Begin print run 	Launch New Cards <ul style="list-style-type: none"> - NOV: ship cards if/where viable - Q1 '21: ship new cards during Spring resets
Europe	<ul style="list-style-type: none"> - Tap breaks on EU launch timing - Finalize contracts - Approve updated pricing (internal) - Update card art - Manage launch timing expectations 	<ul style="list-style-type: none"> - Begin certification process 	<ul style="list-style-type: none"> - Begin printing cards - Begin certification process 	<ul style="list-style-type: none"> - OCT: complete printing - NOV: launch cards in select retailers <p>Note: delay could push some key retailers (i.e. Rewe) to Spring 2021</p>

Speaker Notes for Slide 29

Given the volume of cards - it will probably take more than 8 weeks to reprint all NA channel inventory.

PROJECT LIBERTY - Proposed POSA Pricing Changes (USD)

	Tier 1	Tier 2	Tier 3	Tier 4
Proposed Digital Price	\$7.99	\$19.99	\$29.99	\$79.99
Digital V-Bucks	1,000	2,800	5,000	13,500
Digital Breakdown	1,000	2,000 + 800 Bonus	4,000 + 1,000 Bonus	10,000 + 3,500 Bonus
Digital Price per V-BUCK	\$0.0080	\$0.0071	\$0.0060	\$0.0059
POSA Price <small>(no change)</small>	\$8	\$20	\$30	\$80
Proposed POSA V-Bucks	1,000	2,800	5,000	13,500
POSA Breakdown	1,000	2,000 + 800 Bonus	4,000 + 1,000 Bonus	10,000 + 3,500 Bonus
POSA Price per V-BUCK	\$0.0080	\$0.0071	\$0.0060	\$0.0059

APPENDIX

Next Steps - July 1

1. Strengthen timeline to ensure nothing missing - update coming tomorrow (Cameron/Alec)
 - a. Validate integrated dev schedule (Nikdel, Grant, Diaz)
 - b. Validate integrated comms schedule (MattW/NickC)
2. Scenario planning breakdown (Ed/Alec/Cameron)
3. **REDACTED FOR PRIVILEGE**
4. Update and refine Comms plan (MattW/NickC)
 - a. Including addition of pre-seeding key press in US and EU
5. Solidify details (dates, contacts, talking points) around outreach to first parties, OEMs, mobile carriers (Cameron/NateN/Hans/AlecS)
 - a. Will be an ongoing discussion starting with kickoff on Thursday
6. Update pricing proposal based on feedback (NateA)
7. SAC team crafting messaging to confirm 0 impact for affiliates (DevinW)
8. Confirm console-synchronized price change operational process (Emu)
9. POSA proposal updates (Wes)
10. Setup weekly sync for all work streams with formal task tracking when we return from break (Emu)
 - a. May include smaller group meetings more frequently closer to key moments

Communications Phase 1: July - August

1. Define our Cause

- **Create our Policy Points and Establish them Publicly:** Work with comm's team and Greenbrier to create a list of advocacy points to establish a . "Get rid of the tax!" along with some additional issues to avoid a one-dimensional argument.
- **Research Positions and Support them with Media:** Work with Greenbrier and the newly formed coalition to develop research to help establish our position (Are prices too high? Do players care about developers?), then seed with press and run ads to help generate awareness around our positions.

2. Establish a 501c4 Organization to Advocate on Behalf of Our Policy Issues

- **Work with Established Providers:** Partner with Greenbrier to help manage the organization. This will take one to two months to get started, and require \$80K - \$100K to get the coalition initially funded, with an expected life of project cost between \$400K - \$700K.
- **Create a Broad Coalition:** We need to fight with our friends. Epic is not sympathetic, but for all of the developers that suffer from these attacks, they are sympathetic. This includes all of our gaming and app partners who are losing out due to unfair platform/pricing practices.

3. Create the Sustain Campaign

- **Build the Press Cycle for Alternate Perspectives:** Create messaging materials and stories to ensure we're not the only voice in the cycle, and the conversation is much larger. When it comes to the press, that results in more neutral to positive coverage.
- **Amplify Policy Developments:** Move the conversation from a one-dimensional legal battle to something bigger. The coalition is in a position to advocate for these stories over and over. Talk about the developments of any individual member or policy.



Communications Phase 2: August - February

1. Campaign Kickoff with Action Initiative

- **Hotfix Update:** TBD.
- **Coalition Announcement:** Work with Greenbrier and the newly formed coalition to develop research to help establish our position (Are prices too high? Do players care about developers?), then seed with press and run ads to help generate awareness around our positions.

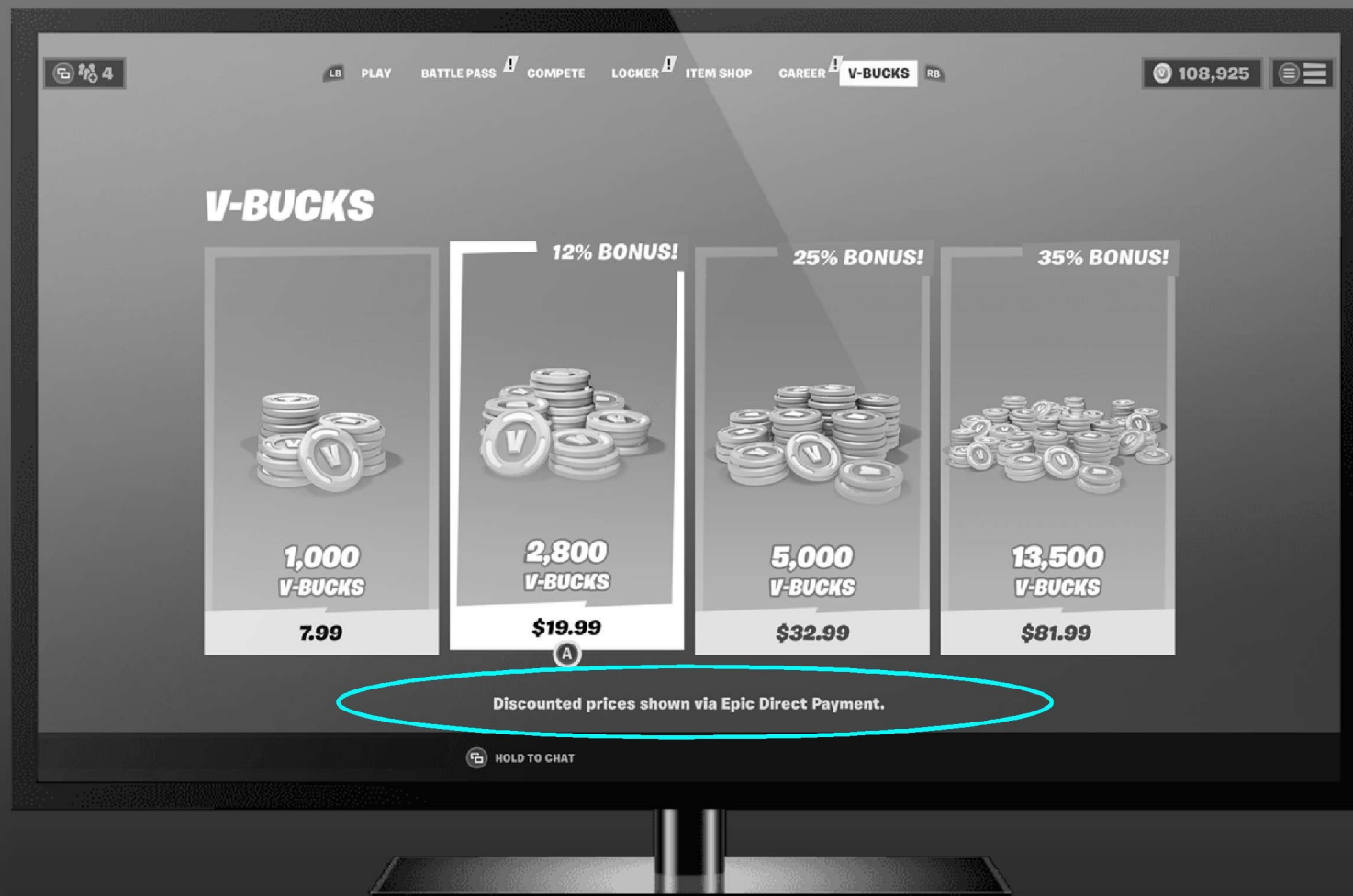
2. Earned Media Efforts

- **Earned Media:** Traditional public relations where we use the press to apply pressure and drive support. External communications will follow a two-week cadence where we create news through an inflection point every two weeks, and then generate continued press on that point through a 14-day tail.
- **Multiple Audiences:** The communications strategy focuses on, exhausts and moves on with three distinct audiences (press, consumers & policy makers) to influence the groups most likely to have an impact on Apple/Google.

3. Paid Media Efforts

- **Paid Media:** Influencing the general public on an issue as well as building a game-changing supporter list requires consistent marketing targeted at likely supporters and opponent detractors.
- **Petition:** The most effective way to demonstrate consumer support on an issue (and the fastest way to get consumers to take action) is to direct them to sign a petition. We will target out digital advertising to both function as a push/pressure campaign and elicit participation on the petition. Reaching significant petition signers, hundreds of thousands to millions is entirely based on the length of the marketing campaign and reach of the spend.



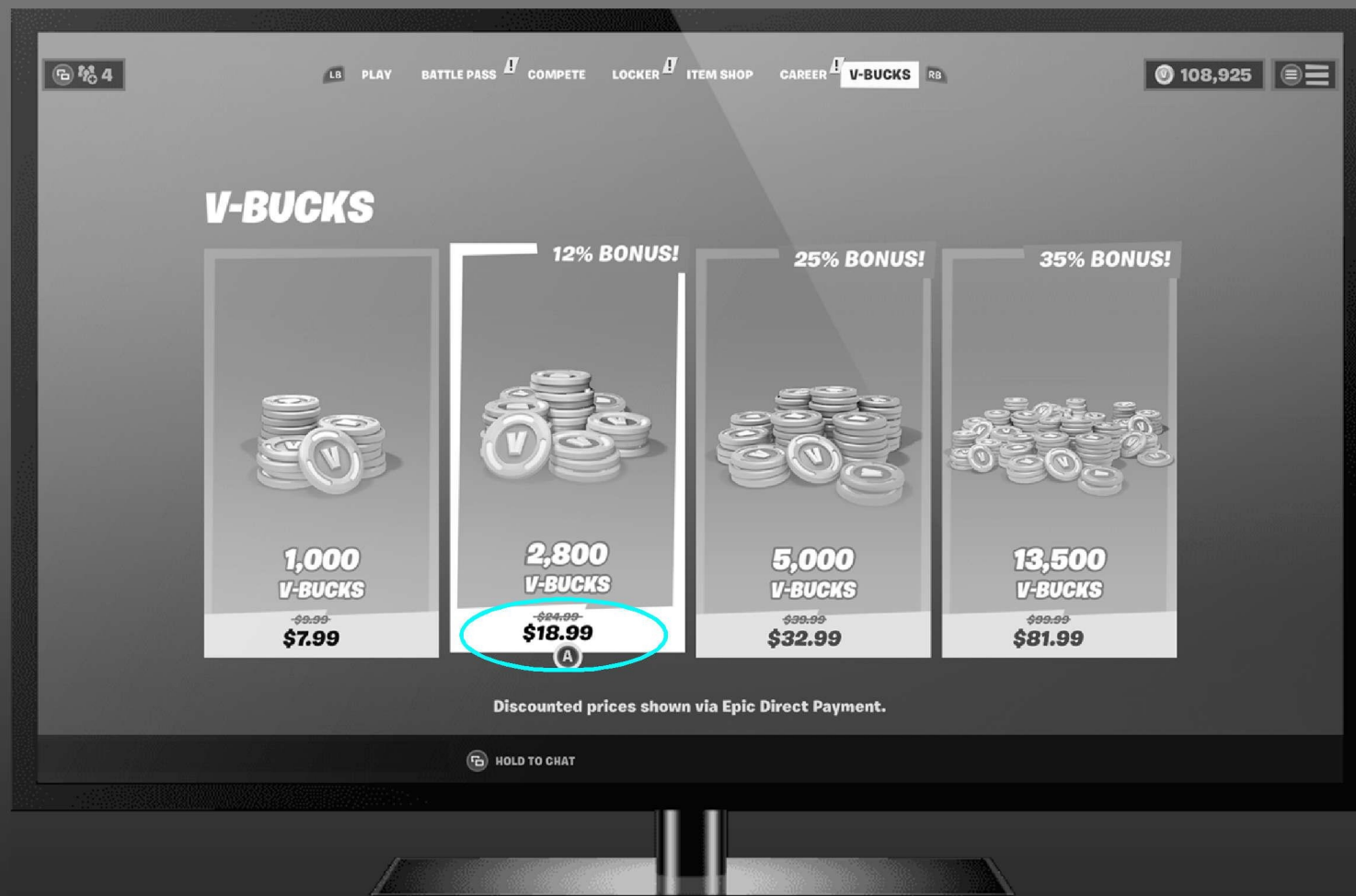


Console RMT store showing discounted prices

BACK

Speaker Notes for Slide 35

How to make players aware that they are getting the discounted price?

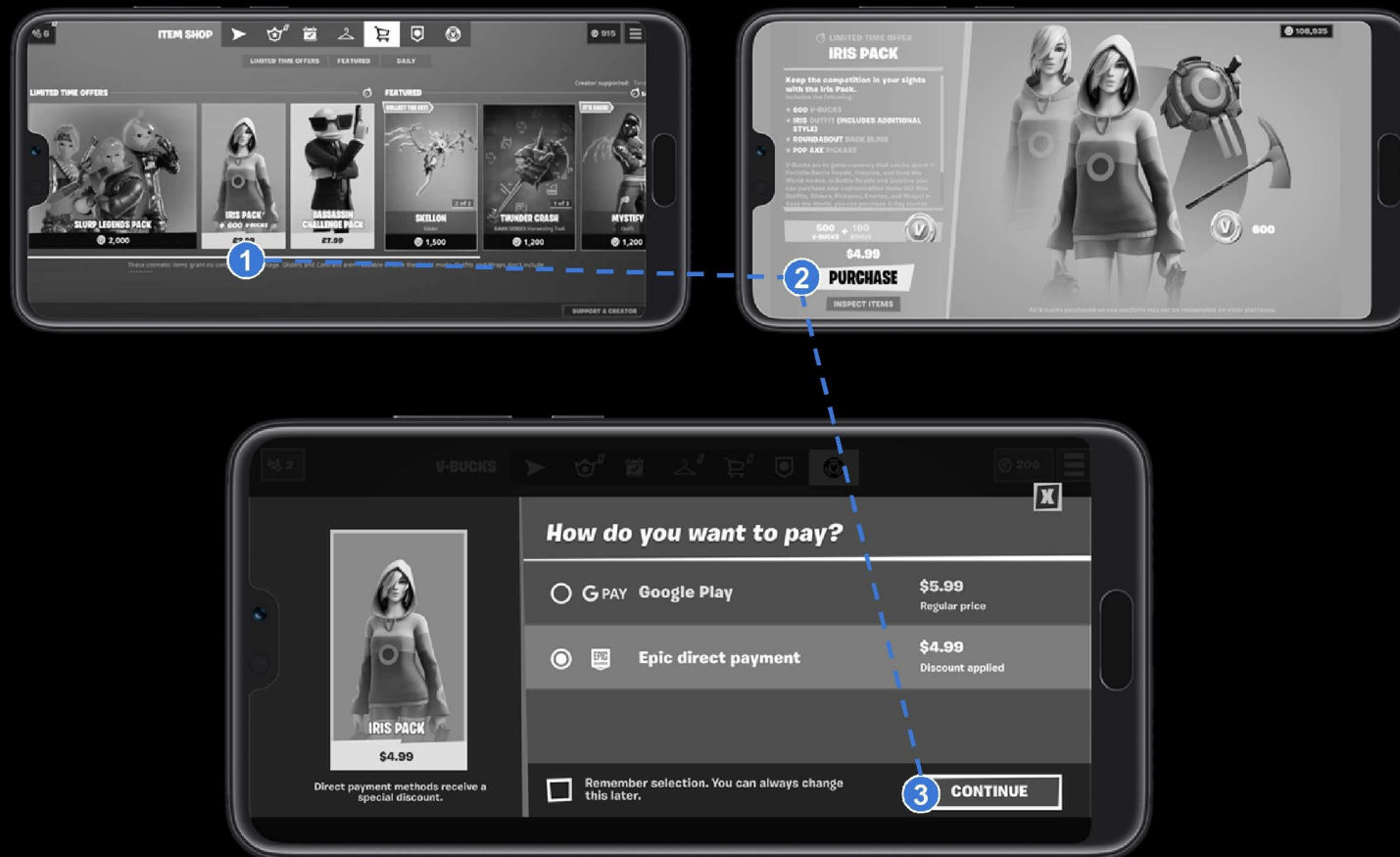


Using STRIKETHROUGH pricing to emphasize the discount

BACK

Speaker Notes for Slide 36

How to make players aware that they are getting the discounted price?



RMT offer that includes multiple items.

PROJECT LIBERTY - Proposed POSA Bonus Changes

	Tier 1	Tier 2	Tier 3	Tier 4
Proposed Digital Price	\$7.99	\$19.99	\$32.99	\$81.99
Digital V-Bucks	1,000	2,800	5,000	13,500
Digital Breakdown	1,000	2,000 + 300 Bonus	4,000 + 1,000 Bonus	10,000 + 3,500 Bonus
Digital Price per V-BUCK	\$0.0080	\$0.0071	\$0.0066	\$0.0061
POSA Price (no change)	\$10	\$25	\$40	\$100
Proposed POSA V-Bucks	1,250	3,500	6,000	16,400
POSA Breakdown	1,000 +250 Bonus	2,000 + 1,500 Bonus	4,000 + 2,000 Bonus	10,000 + 6,400 Bonus
POSA Price per V-BUCK	\$0.0080	\$0.0071	\$0.0067	\$0.0061

Project Liberty Initiatives Tracker				
Pre Launch (6/1 - 8/13)				
Objective	Started	Timeline/Deadline	Owner	Status
Communications				
Resource the Corporate Comm's Team	<input checked="" type="checkbox"/>	6/1 - 7/15	MattW	Conducted interviews with Tera Randall and Julia Gaynor. Gained approval for additional PR Manager role, looking to staff with Steve Ruygrok to free up additional NickC bandwidth.
Secure Marvel Season / Subscription Partnership Deals with Signed LOIs	<input checked="" type="checkbox"/>	6/1 - 8/1	MattW/NateN	Met with Spotify, Disney+, and Apple Music to discuss sub partnerships. In discussion with Disney+ around Season 14 offer. Netflix meeting week after break.
Prepare Coalition Kickoff Materials	<input checked="" type="checkbox"/>	6/15 - 7/15	MattW/LaneK	Completed "Coalition Standup" strategy document in coordination with Greenbrier. Seeking approval on initiation and funding of the coalition.
Create First Pass at Launch Comm's Calendar	<input checked="" type="checkbox"/>	6/15 - 7/15	LaneK/NickC	Constructed high-level beat calendar to review how we go-to-market with an ongoing communications cadence for review.
Epic Vision Statements and Pre-Launch Comm's Calendar	<input type="checkbox"/>	6/15 - 7/15	LaneK/NickC	Construct pre-launch messaging materials that clearly outline Epic's vision and strategic objectives surrounding Project Liberty efforts.
Initial Announcement Communication Materials	<input checked="" type="checkbox"/>	6/15 - 8/1	NickC/MattG LaneK	First pass at Fortnite blog announce communications has been constructed.
Social Calendar and Content Plan	<input type="checkbox"/>	7/15 - 8/1	ManaD/MattG LaneK	Need to construct a social media calendar and content plan for launch and post-launch messaging amplification. This will fall out from the Launch Comm's Calendar.
Finance				
Financial Forecasts and Economic Impact Assessment	<input checked="" type="checkbox"/>	6/1 - 7/15	DaraL	Dara, Paul and Nate have conducted initial analysis of potential financial implications of Project Liberty. More data is needed and has spurred the creation of a series of tests.
V-Buck Repricing Sensitivity Test	<input checked="" type="checkbox"/>	6/1 - 7/15	PaulN/NateA	We are currently conducting a pricing test in Denmark and Sweden and are beginning to compile initial data on changes to purchasing habits.
Reload V-Bucks Price Elasticity Test	<input checked="" type="checkbox"/>	6/1 - 7/15	PaulN/NateA	We are rolling out a new 100-tier V-Buck pricing test in Italy to determine the incremental impact of product SKU availability while limiting potential downside effects.
Support-A-Creator Program Impact	<input checked="" type="checkbox"/>	6/1 - 8/1	DevinW/NateA	Reviewed Support-A-Creator V-Buck to dollar conversion rates to make sure they are compatible with Project Liberty efforts.
Subscription Impact	<input checked="" type="checkbox"/>	6/15 - 7/15	PaulN/NateA	Reviewed the subscription pricing and content offerings to make sure they are compatible with Project Liberty efforts.
Development				
Sustainable Platform	<input checked="" type="checkbox"/>	8/13	AndrewG	Development team is targeting a single platform update holdout test on Google Play with the 13.30 build at 13.40 release (8/4) known as the Sustainable Release Plan.
Independent EGS/GP Test	<input type="checkbox"/>	7/21-8/13	AndrewG	Test release of independent Android builds across EGS/GP - required for Sustainable Platform
Payment System Hotfix Tech Integration	<input checked="" type="checkbox"/>	7/31	DavidN	Include all tech needed to HF the new payment flow in 13.40 (Live Aug 4, Submitting July 31)
Verify Web Payment Flow	<input checked="" type="checkbox"/>	7/17	DavidN	Enable and verify web payment flow on iOS (in progress)
Support Multiple RMT Storefronts	<input checked="" type="checkbox"/>	7/17	DavidN	Extend catalog code to support multiple RMT storefronts (almost complete)
Gauge Detectability	<input type="checkbox"/>	7/24	DavidN	Reverse engineering pass on binary to gauge detectability (not started)
Infosec Evaluation	<input type="checkbox"/>	7/24	DavidN	Allow infosec to attempt to hack the hotfix code and reveal the intent (not started)
Payment UI Integration	<input type="checkbox"/>	7/17	PhilB	Complete integration of the new payment UI flow
Complete Payment UI Design	<input checked="" type="checkbox"/>	7/15	DerekD	Finalize the payment flow UI in order to be ready for integration (including language, saving preferences, console messaging, copy, ordering and branding)
First Party/Partnerships				
Finalize comms plan	<input checked="" type="checkbox"/>	7/17	NateN/HansS/Cameron/Alec	Lock all external comms plans for any first party/partner outreach
Initiate console price changes	<input type="checkbox"/>	8/11	EmuS	Begin process of changing prices in order to be complete by 8/13 HF
Legal				
Payment UX Language Approval	<input type="checkbox"/>	7/15	DerekD/Gena	REDACTED FOR PRIVILEGE
Legal signoff on FP/Partner comms	<input type="checkbox"/>	7/16	NateN/Cameron/Gena	

[Link to Initiatives Tracker](#)

Scenario Planning (WIP)

Breakdown of Mobile First Party responses to HF-on competing payment methods

Scenarios	1: HF Ignored	2: HF Ack'd - Deadline for Compliance Issued	3: Content Updates Blocked, no appeals remain	4: FN Removed from App Store
Mobile First Parties Offer	They do not acknowledge that FN has turned on competing payment methods	They issue deadline for compliance that triggers automated removal if app is not compliant by the stated deadline (example: Houseparty)	They block further content updates but allow bug fixes until the app becomes compliant - no deadline is issued (example: Hey app)	Cert team will provide feedback that they need to review a compliant update in order for FN mobile to appear in their store again
Epic's Response	<ul style="list-style-type: none"> Take no action 	<ul style="list-style-type: none"> Appeal 	<ul style="list-style-type: none"> App enters "Sustainable Platform" state Community emphasizes savings from Epic Direct Payment PR statement saying we believe A&G do not have the legal right to deny players savings 	<ul style="list-style-type: none"> Community emphasizes A&G blocking savings from new payment methods would have gone to the player In case of protracted battle, issue refunds to players that cannot play PR issues statement saying A&G removed the app because Epic wanted to offer cheaper payment platforms to players